

Virginia Tourism Corporation (VTC) is committed to creating and sharing resources to Maximize Virginia's Tourism Potential. Following are six, key programs to support and expand tourism marketing and product development, with an emphasis on leveraging tourism resources. For more information, visit VATC.org/grants

1 (VTC) Microbusiness Marketing Leverage Program

What's available: Reimbursable grant program to leverage existing marketing funds. Requires a targeted and research-based marketing plan

Marketing Focus: Small business and shoulder season marketing

Who is eligible: Small tourism-related businesses with 20 or fewer full-time equivalent employees including boutique retail, restaurants, food trucks, small attractions, craft breweries, distilleries, wineries, boutique lodging and B&Bs, and events focused on shoulder season visitation. DMOs and NGOs, such as PDCs and Main Street organizations, may apply but the application must support microbusinesses and/or shoulder season visitation with a robust marketing plan.

Match: 1:1 cash or in-kind marketing match

When: **Opens:** August 4, 2022 at 9 a.m. **Closes:** September 20, 2022 at 5 p.m.

How: Online application portal

Contact: Email VTCMLPGrant@virginia.org

2 (VTC) Marketing Leverage Program

What's available: Matching grant program to leverage existing marketing funds. Requires a research-based and measurable marketing plan

Who is eligible: Virginia travel industry partners including small businesses, DMOs, private sector attractions, accommodations and events (subject to change).

When: **Early 2023** (tentative; subject to change)

How: Online application portal

Contact: Email VTCMLPGrant@virginia.org

3 Virginia Regional Tourism Marketing Funds

What's available: Tourism Grants funding local and regional marketing, and the marketing and operations of special events and festivals ~ There are two programs:

Virginia DMO Marketing Grants

Who is eligible: Official Virginia DMOs for marketing expenses that show positive and significant impact on tourism

When: **Early 2023** (tentative; subject to change)

How: Online application portal; Requires at least 50% cash or in-kind match.

Contact: Email VTCDMOGrant@virginia.org

3 Virginia Regional Tourism Marketing Funds ... *continued*

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Virginia Special Events and Festivals Program

Who is eligible:	Virginia based events and festivals for marketing and operations of special events and festivals. Impact of special events and/or festival must show positive and significant impact on tourism
When:	Early 2023 (tentative; subject to change)
How:	Online application portal; Requires at least 50% cash or in-kind match.
Contact:	Email VTCSEFProgram@virginia.org

4 DRIVE Outdoor Grant Program

What's available:	Grant funding for Virginia DMOs only
Who is eligible:	\$10,000 any Virginia DMO; \$20,000 Virginia DMOs that have completed Drive 2.0
When:	August 22, 2022 - March 3, 2023
How:	DMOs apply to be part of the program that utilizes that DRIVE 2.0 Strategic Plan applied to Outdoor Recreation tourism development. This program includes a VTC-led workshop in partnership with the DMO to identify outdoor recreation development priorities.
Contact:	Caitlin Johnson ccjohnson@virginia.org (804) 545-5529

5 Tourism Development Finance Program (TDFP)

What's available:	Gap financing towards the capital investment of new tourism projects
Who is eligible:	Economic Development Organizations (are the applicant)
When:	Year-round; no time limitations
How:	An EDO identifies and proves a <i>Deficiency</i> for new tourism product based on high visitor demand, using current research from a locality's <i>Tourism Development and Marketing Plans</i> , and a Developer's formal <i>Market Study</i> . Much like <i>Tax Increment Financing (TIF)</i> , gap financing works when both a Municipality and State divert and contribute future sales tax revenues towards the Developer's debt with the Lender.
Contact:	Wirt Confroy wconfroy@virginia.org (804) 545-5552

6 Tourism Improvement Districts (TID)

What's available:	A visitor fee collected by tourism businesses for tourism marketing & development
Who is eligible:	A newly formed TID Governing Board comprised of zone participating businesses
When:	Year-round; no time limitations
How:	Local lodging, dining, retail and tourism businesses petition the local government to create a TIDs district and plan. The plan defines the geographic zone and fund uses. The TID Governing Board hires a non-profit to help manage the program
Contact:	Wirt Confroy wconfroy@virginia.org (804) 545-5552